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*The Aspen Roundtable Series*

*featuring*

**The Honorable Dina Habib Powell**

**Deputy Under Secretary of State  
for Public Diplomacy and Public Affairs**

Tuesday, December 12, 2006

One Dupont Circle, NW, Suite 700, Washington, DC 20036

*This series is sponsored by the DaimlerChrysler Corporation Fund*

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Dina Habib Powell was nominated by President Bush to be Assistant Secretary of State for Educational and Cultural Affairs on April 29, 2005, and was confirmed by the U.S. Senate on June 24, 2005. Secretary of State Condoleezza Rice has also designated her as Deputy Under Secretary and principal deputy to Ambassador Karen Hughes, the Under Secretary of State for Public Diplomacy and Public Affairs.

Assistant Secretary Powell leads the Bureau of Educational and Cultural Affairs (ECA), the team that administers exchange programs that are among the most effective tools of public diplomacy.

Previously, Assistant Secretary Powell served as Assistant to the President for Presidential Personnel, a senior staff member at the White House. Assistant Secretary Powell has served as Director of Congressional Affairs for the Republican National Committee (RNC) and was a staff member of then- U.S. House Majority Leader Dick Armey (R-TX).

Assistant Secretary Powell is currently a Term Member of the Council on Foreign Relations and a Member of the World Economic Forum's Young Global Leaders. Assistant Secretary Powell graduated with honors from the University of Texas at Austin with a Bachelors degree in Humanities. She was born in Cairo, Egypt.

debat team  
Dick Solomon

credibility

Jeff Coan  
VOA

~~Jeff Coan~~

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But

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Anti-American

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# Making diplomacy modern

By Charles Firestone  
and Marc Nathanson

Recent tensions between the Arab world and the United States raise again the issue of the effectiveness of American public diplomacy. Karen Hughes has brought new life and attention to this function of the State Department, and Condoleezza Rice's transformation of the department appears headed in the right direction. But these are basically just throat clearings for what needs to happen.

"Public diplomacy" has been used to describe so many different programs relating to improving America's standing in the world that the phrase is becoming trite. But its importance is greater than ever.

At one level, the United States needs the cooperation of the people of other countries in order to achieve our own interests, however defined, whether it is the war on terrorism, economic prosperity or success in international negotiations. At a higher level, though, Americans have always championed our core values abroad, including economic opportunity, democracy and equality.

There are certain strategies that apply to each approach. The first goal requires quick and specific responses to stories aimed at the populations of other countries, and will most readily be delivered on the mainstream media of radio, television, satellite and newspaper. We need our high officials to appear on al-Jazeera more, not suggest bombing it.

Furthermore, most American public diplomacy initiatives in the past few years have unsuccessfully tried to sell America's interests and values for the short term, using an advertising analogy. For whatever reason, these approaches have not proved successful. America is as unpopular in the Arab region as it has ever been.

Innovative media efforts such as short-form programs and call-in shows on the government's Radio Sawa are improvements over the past, and Sawa has become very popular with Arab youth. But, as an Aspen Institute forum recently concluded, the U.S. needs to employ additional efforts to appear on indigenous media and interact with international audiences.

Looking further ahead, promoting American values requires a set of narratives aimed at the youth of the world. These are delivered over a wider variety of media, and include interpersonal cultural exchanges, international forums and training programs.

The Western movie narrative, where America is the cowboy in the white hat called in to help those in distress, shoots the gun out of the bad guy's hand (only after the other draws first), and leaves before the saved get to say thank you, may be a story of the past. New narratives will need to emerge, showing this country as a trustworthy partner, a listener and a helper. Our nation's tsunami and earthquake relief responses, which highlight this new approach, were probably the most successful public diplomacy efforts by this country in the last few years — with dramatic improvements in our public standing in Indonesia, for example.

Even so, rapid changes in the communications media require a bold new approach to public diplomacy for the longer term: a move from using "push" mass media techniques to embracing the "pull" interactive media.

With broadband Internet becoming a multimedia platform, audiences are changing from being passive viewers of push technologies like broadcasting and newspapers to becoming active seekers of the information and entertainment that they're willing to pull from the vast array of different opin-

> See **DIplomacy** on 4E

*Charles Firestone is executive director, Aspen Institute Communications and Society Program. Marc Nathanson is chairman, Mapleton Communications, and former chairman, Broadcasting Board of*



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# DIPLOMACY: Push, pull

< CONTINUED FROM 1E

ions on the net. This transformation is rapidly changing mass media industries and the way that individuals shop, work, play and relate to their broader communities.

The United States rightfully defended openness and freedom of expression on the Internet at the World Summit on the Information Society. By holding to those values, the Internet can remain an instrument of individual empowerment. And it is these same values that should frame American public diplomacy for the long range.

America must get ahead of the curve in its messages and narratives to young people around the world. Today, the medium really is the message. The messages are self development and personal empowerment, values inherent in the new world of

pull communications.

As the United States under Karen Hughes rethinks its future public diplomacy strategies, it should encourage connection of the world's people to interactive media, not only to hear America's message, but to interact with Americans. The United States has to stop lecturing and start listening.

We are living in an interactive world, where individuals learn to pull for their entertainment, information and news using everything from the web to cellphones, from reading blogs to sending instant messages.

Being able to do that is inherent in a free society. U.S. public diplomacy should encourage future generations to seek all messages and judge for themselves which ones are relevant to their future peace and prosperity. We are confident America's values will prevail.





# Public Diplomacy UPDATE

October 2006

FROM THE OFFICE OF PRIVATE SECTOR OUTREACH - SPECIAL INAUGURAL EDITION

## President Bush Announces U.S. - Lebanon Partnership

ON FRIDAY, SEPTEMBER 23, PRESIDENT Bush sent a delegation to Lebanon to visit areas affected by the recent conflict and to meet with Prime Minister Siniora and business leaders to discuss rebuilding priorities. The delegation, led by Assistant Secretary of State Dina Habib Powell, included four distinguished private-sector leaders: Dr. Craig Barrett, Intel Corporation; Mr. John Chambers, Cisco Systems; Mr. Yousif Ghafari, GHAFARI, Inc.; and Dr. Ray Irani, Occidental Petroleum Corporation.



Upon their return, the four business leaders launched a nationwide effort to encourage private donations for reconstruction as a result of this conflict, asking Americans to donate directly to the U.S.-Lebanon Partnership Fund ([www.LebanonPartnership.org](http://www.LebanonPartnership.org)) set up to provide help to the Lebanese people. The fund will distribute money to experienced organizations working in the region and focusing their efforts on education, job creation, and economic development.

President Bush met with the four business leaders at The White House on Monday, September 25. After the meeting, the President said, "Our goal, and our mission, is to help Lebanese citizens and Lebanese businesses not only recover, but to flourish, because we believe strongly in the concept of a democracy in Lebanon. ... And this is a very important mission for our country. It's a public/private partnership. Our federal government has committed [\$230 million] ... And now private sector individuals and businesses will work together to send a clear message to the Lebanese people: We care about you; we want you to live in a free society; we've got great hopes for you; we believe in your Prime Minister ... and we will back up our words with actions." ■

## From Under Secretary Hughes

WELCOME TO THE FIRST issue of our Public Diplomacy newsletter. Improving America's image abroad is vital to both our national and economic security. We must work to foster a sense of mutual interests and shared values between Americans and people of different countries, cultures and faiths throughout the world.



Secretary Rice has charged me with engaging the American people and America's private sector which is critical to our success in public diplomacy. Our private sector reflects the generosity and ingenuity of the American people. Collaboration with U.S. companies, universities and foundations is essential to our public diplomacy efforts, and I established the Office of Private Sector Outreach to develop innovative ways to marshal your global presence, creativity and efficiency. We are forging new partnerships, enhancing existing exchange programs, and constantly looking to further our cooperation with organizations doing great work around the world.

I hope you find this newsletter informative, and I hope that it inspires you to partner with us in this vital effort to share America's story and values with others around the world.

— Karen P. Hughes, Under Secretary of State for Public Diplomacy and Public Affairs



## First Lady and Under Secretary Hughes Launch Global Cultural Initiative

FIRST LADY LAURA BUSH ON SEPTEMBER 25 ANNOUNCED THE "GLOBAL Cultural Initiative" ([www.exchanges.state.gov](http://www.exchanges.state.gov)) to coordinate, enhance and expand America's cultural diplomacy efforts. "One of the best ways we can deepen our friendships with the people of all countries is for us to better understand each other's culture by enjoying each other's literature, music, films and visual arts," said Mrs. Bush at a program in the East Room of The White House.

In partnership with public and private cultural entities, the Department of State's Bureau of Educational and Cultural Affairs will develop programs through this initiative that emphasize the importance of the arts as a platform for international engagement and dialogue. As Under Secretary Hughes said at the event, "Reaching out to people of other nations through American art, sharing the art and artists of other countries with Americans, embodies the spirit of respect and partnership that is at the heart of public diplomacy." *Continued on page 3...*



## State Department Partners With FORTUNE's "Most Powerful Women" To Mentor International Women Business Leaders



SEVENTEEN VIBRANT WOMEN BUSINESS LEADERS FROM FOURTEEN countries arrived in Washington, D.C. in early May to inaugurate the FORTUNE/State Department International Women Leaders program ([www.exchanges.state.gov/fortunepartnership/](http://www.exchanges.state.gov/fortunepartnership/)). This unique partnership between the State Department's Bureau of Educational and Cultural Affairs and FORTUNE's "Most Powerful Women" provides an excellent way to achieve a closer relationship between government and the private sector in promoting public diplomacy.

"Through the FORTUNE-Department of State International Women Leaders Mentoring Partnership, we are tapping into one of the nation's

richest sources of skill, determination, and exemplary achievement in business in order to inform and empower women throughout the world," said Dina Habib Powell, Assistant Secretary of State for Educational and Cultural Affairs.

The program opened with a week-long orientation and leadership training session in Washington, DC, and then paired each of the women with a top executive in one of fourteen U.S. cities for three weeks. During their stay, the participants examined leadership development issues and engaged in meetings with senior women in business and government, including First Lady Laura Bush, Secretary of State Condoleezza Rice, and Carly Fiorina, former President & CEO of Hewlett Packard, and had the opportunity to develop a one-on-one relationship with a top American woman executive.

Building on the success of the inaugural year, Assistant Secretary Powell recently announced the continuation of this partnership for a second year during her remarks at the FORTUNE "Most Powerful Women" Summit in Henderson, Nevada. ■

## South Asia Earthquake Relief Fund's Private Sector Leaders Receive Award From Pakistani President Musharraf

LAST YEAR, PRESIDENT BUSH ANNOUNCED THE CREATION OF THE SOUTH ASIA Earthquake Relief Fund to provide critically needed funds and supplies to thousands of people recovering from the devastating South Asia Earthquake. The President appointed five private sector leaders – Jeff Immelt, General Electric; Hank McKinnell Jr., Pfizer; Anne Mulcahy, Xerox; Jim Kelly, UPS; and Sanford Weill, Citigroup – to lead the nationwide effort to help those in need as a result of this disaster. The South Asia Earthquake Relief Fund ([www.SouthAsiaEarthquakeRelief.org](http://www.SouthAsiaEarthquakeRelief.org)) was one of Under Secretary Karen Hughes' first signature public-private partnerships.

On September 21, 2006, the five business leaders were presented with "Sitara-i-Eisaar" (Star of Sacrifice) awards by Pakistan President Pervez Musharraf during a special investiture ceremony at the Embassy of Pakistan in Washington DC. The Sitara-i-Eisaar was created especially by the Pakistani government to recognize outstanding contributions made by international agencies, community groups and individuals to earthquake relief and rehabilitation work.

"A humanitarian relief effort of this scale requires a nationwide philanthropic commitment from both individuals and corporations," said Sanford Weill, Citigroup Chairman Emeritus. "America has given generously in response to several recent disasters but in light of South Asia's tremendous loss, we all must do more. We established this fund to complement the efforts of our government and to provide the relief and supplies so desperately needed in the region."

In November 2005, Under Secretary Hughes led these business leaders on a presidential delegation to Pakistan to view firsthand the devastation caused by the earthquake and assess the critical needs of the region. By February 2006, the U.S. private sector had pledged more than \$100 million in cash and in-kind contributions to earthquake relief and reconstruction, surpassing the goal set by the five private sector leaders. ■



Sanford Weill, Citigroup and Hank McKinnell, Jr., Pfizer with their awards.



*Continued – First Lady and Under Secretary Hughes Launch Global Cultural Initiative*

The Global Cultural Initiative represents the first joining of forces by the public and private sectors for lasting institutional collaboration. The State Department, through initial partnerships with the John F. Kennedy Center for the Performing Arts, the American Film Institute, the President's Committee on the Arts and Humanities, the National Endowment for the Arts, the National Endowment for the Humanities, and the Institute for Museum and Library Services, will develop a series of projects designed to: connect foreign audiences with American artists and art forms; share American expertise in arts management and performance; and educate young people and adults in the United States and abroad about the arts and cultures of other countries. ■



### University Presidents Summit Strengthens International Education and American Competitiveness



**I**N JANUARY, MORE THAN 120 U.S. college and university presidents attended the first ever U.S. University Presidents Summit on International Education ([www.exchanges.state.gov/universitysummit/](http://www.exchanges.state.gov/universitysummit/)) in Washington, DC. The two-day forum – attended by President and Mrs. George W. Bush and co-hosted by Secretary of State Condoleezza Rice and Secretary of Education Margaret Spellings – was designed to engage leaders of U.S. higher education in a renewed partnership to strengthen international education and emphasize its importance to the national interest.

“Through this Summit, Secretary Rice and Secretary Spellings and their respective Departments want to reach out to college and university presidents to reinforce a common interest in attracting foreign students and scholars to U.S. institutions,” Under Secretary Karen Hughes said.

University of Michigan President Mary Sue Coleman said, “I welcome this deliberate effort by the government to stimulate a stronger partnership with the higher education community so we can attract first-rate international students and scholars to the U.S., and educate U.S. students who will be strong in fields of international interest and competitive in a global economy.”

As a follow up to this summit, Secretary of Education Margaret Spellings and Assistant Secretary of State Dina Habib Powell will lead a delegation of university presidents to Asia in November, where the delegation will convey the message that our doors are open; that we offer outstanding educational opportunities; and that students from a region with which we have enjoyed long, historic ties are particularly important to us. ■

### Mrs. Bush's remarks announcing U.S.-Middle East Partnership for Breast Cancer Awareness and Research



**O**N JUNE 12, 2006, FIRST LADY LAURA BUSH announced the US-Middle East Partnership for Breast Cancer Awareness and Research. The partnership, organized by the State Department's Office of Public Diplomacy and Public Affairs and Middle East Partnership Initiative, unites the Susan G. Komen Foundation with MD Anderson Cancer Center, Johns Hopkins Medicine, the United Arab Emirates and Saudi Arabia. As Mrs. Bush said in her announcement:

“Together, these partners will develop awareness campaigns suited to each country; they'll increase research, training and community-outreach efforts; and help women build the knowledge and the confidence they need to be in charge of their own health. Discussions are already underway to expand the partnership to Morocco and Jordan.

This is the first major women's health campaign in the Middle East, and the United States is proud to be a part of it. The pain of losing a loved one to breast cancer — and the joy of seeing a loved one triumph over it — are universal. By confronting the challenge of breast cancer together, this partnership — which represents the very best kind of public diplomacy — will also help build lasting friendships between our countries. Most important, this partnership will help women throughout the Middle East find hope in a life free from breast cancer.”

Breast cancer is the most common cause of cancer-related deaths among women worldwide. This partnership is the first major regional women's health campaign in the Middle East, and the United States is proud to be a part of it. By confronting the challenge of breast cancer together, this partnership represents the best kind of public diplomacy. ■



## Departments of State and Homeland Security Partner With Private Sector To Secure Borders

SINCE 9/11, THE BUSH ADMINISTRATION has set many changes in motion to improve border security while still welcoming visitors to the United States. Secretary of State Condoleezza Rice and Secretary of Homeland Security Michael Chertoff have been working together to manage these challenges.



Announcing this joint vision for securing the border in January, Secretary Rice explained, "First, we seek to use new information technology to renew America's welcome, making it as easy as possible for foreign visitors to travel to the United States and to do so securely and safely. Second, we seek to create travel documents for the 21st century, documents that can protect personal identity and expedite secure travel. The third pillar of our strategy is to conduct smarter screening in every place that we encounter travelers, whether at a consulate abroad or at a port of entry into the United States."

As a part of this vision, Secretary Rice noted, "Public/private partnerships ... are essential and we will create more of them in the future. In fact, the Department of Homeland Security, with State Department participation, is creating an advisory board to formalize our existing relationship with our tourism, business and academic partners. This board will take your views into account and identify best practices to develop more ideal travel policies." ■

## Foreign Journalists Convene for Inaugural Edward R. Murrow Program

OVER 100 JOURNALISTS FROM MORE THAN 100 COUNTRIES participated in the Department of State's Bureau of Educational and Cultural Affairs' (ECA) inaugural Edward R. Murrow Program for Journalists in April 2006. Professionals representing television, radio and print media from around the world observed American journalism practices while connecting with journalists, students and citizens throughout the U.S.

This program included an orientation in Washington, DC, academic seminars and field activities with faculty and students from seven host universities, a series of brief visits to various cities to observe local American political life and press coverage, and a symposium sponsored by the Aspen Institute.

The success of this initiative was due to the dynamic public-private partnership between ECA and the seven prominent American schools of journalism, who, along with the Aspen Institute, generously contributed their expertise and resources to this project.

We are grateful to our partners in this program: The Aspen Institute; the School of Journalism and Mass Communication, University of Minnesota; the School of Journalism, University of Texas at Austin; the School for Communication, University of Southern California; the School of Journalism and Telecommunication, University of Kentucky; the School of Journalism and Mass Communication, University of North Carolina at Chapel Hill; the S.I. Newhouse School of Public Communication and the Maxwell School of Citizenship and Public Affairs, Syracuse University; and the School of Journalism at the University of Oklahoma. ■

### HOW TO GET INVOLVED

THE OFFICE OF PRIVATE SECTOR OUTREACH ENGAGES PRIVATE SECTOR LEADERS IN DYNAMIC PARTNERSHIPS TO REACH youth, teachers, women in business, entrepreneurs, and other key audiences around the world. There are a number of partnership opportunities, some of which are listed below.

#### WHAT YOU CAN DO

- **Develop a mentoring partnership** with emerging business, academic and civic leaders from around the globe.
- **Sponsor an academic, cultural, or professional exchange:** The State Department's Bureau of Educational and Cultural Affairs manages the Fulbright and other scholarship programs, cultural exchanges, sports programs, youth study exchanges, English language initiatives, and several programs for professionals in various fields.
- **Speak with international audiences:** The U.S. Speaker program, administered by the Bureau of International Information Programs, recruits and sponsors American experts to travel to one or more foreign countries to engage international audiences through lectures, workshops, roundtables and seminars. Speakers can also participate in digital videoconferences or webchats.
- **Share your corporation's best practices and success stories:** We are interested to hear about, learn from, and help expand the good work being done by American companies abroad.
- **Encourage employees and their families to host international youth exchange students.**

To learn more about the Office of Private Sector Outreach, or to discuss potential partnerships, email us at [diplomacyupdate@state.gov](mailto:diplomacyupdate@state.gov).



### Major Public Diplomacy Accomplishments

*During the last six months, a reinvigorated public diplomacy team has begun implementing a comprehensive strategy based on three strategic objectives:*

- Offer people throughout the world a positive vision of hope and opportunity that is rooted in America's belief in freedom, justice, opportunity and respect for all
- Isolate and marginalize the violent extremists; confront their ideology of tyranny and hate. Undermine their efforts to portray the west as in conflict with Islam by empowering mainstream voices and demonstrating respect for Muslim cultures and contributions
- Foster a sense of common interests and common values between Americans and people of different countries, cultures and faiths throughout the world

**We are laying a foundation for public diplomacy for the long term. The pillars of this foundation include:**

**--- Transformational Public Diplomacy ---**

**A New Architecture for Public Diplomacy at the State Department**

*We are transforming the way we do business at the State Department to institutionalize reforms and make public diplomacy more effective.*

**Encouraging Speaking on the Record:** Streamlined clearance process to eliminate requirement that ambassadors obtain pre-clearance from Washington before conducting media interviews; ambassadors and other senior USG officials are now encouraged to speak out using common sense and policy guidance provided from Washington.

**Integrating Public Diplomacy into Policy:** Elevated public diplomacy presence in the regional bureaus; a new Deputy Assistant Secretary for Public Diplomacy in each regional bureau dual-reports to the regional Assistant Secretary and the Under Secretary for Public Diplomacy; this provides what had been a missing link between Washington headquarters and field officers.

**Strengthening Public Diplomacy Specialty:** Revamping training, career development, assignments, and other issues to ensure that public diplomacy Foreign Service officers have meaningful assignments, adequate training, effective evaluation and promotion opportunities. Offering enhanced media training to ensure senior officials and public diplomacy officers engage with the media much more aggressively.

**Secretary's Global Repositioning Initiative:** One-third of the Foreign Service positions being redeployed this year to critical regions are public diplomacy officers.

**Revised Promotion Precepts:** To include public diplomacy skills and work as criteria for promotion for all in the Foreign Service.



**New Evaluation Unit:** Created a combined evaluation unit under the direction of Bureau of Educational and Cultural Exchange evaluations experts to help develop the “culture of evaluation” across the public diplomacy bureaus. Began evaluations of several of our key programs, including the American Corners program, the ACCESS English Language training program, the donated books program, and others. As a result of initial evaluation data, have suspended publication of *Hi* magazine pending further review of how best to reach our target audience.

--- Public-Private Partnerships ---

*We are actively engaging the private sector to harness combined resources and talent to achieve our strategic objectives and make America more welcoming to tourists and students.*

**Office of Public/Private Sector Partnership:** Creating new office to aggressively form partnerships with businesses, NGO leaders, foundations and Americans to work on projects as diverse as journalists’ training programs, “model” airport programs, disaster relief, youth sports activities, and U.S. higher education marketing. First major new CEO partnership raising funds for earthquake relief in Pakistan has raised more than \$100 million goal.

**Partnership with U.S. Commerce Department:** Working together with U.S. academic community and travel and tourism industry on a campaign to market America as an education and tourism destination.

**Partnership with Homeland Security:** Working with inter-agency group and the travel and tourism industry on pilot airport projects to make America’s airports more welcoming to foreign visitors. First two airports are Dulles and Houston Intercontinental; plan to share best practices elsewhere.

--- De-legitimizing Terror ---

*We must come together as a world community to say no matter how legitimate the grievance, no matter how valid the cause – the wanton killing of innocents is not ever right and not ever acceptable. We must do for terror what was done to slavery and make it an international pariah.*

**Convened High-level Inter-agency Group of Policy and Communications Professionals:** To work on messages and plans to de-legitimize violent extremism and undermine ideological support for terrorists. Working sub-groups are looking at different aspects of the ideological struggle, including: terrorists use of the Internet, television programming, publishing, and alternative technologies. These working groups will make recommendations to the high-level group for incorporation into an inter-agency plan to undermine ideological support for terrorism.

**Initiated a Strategic Focus on Pilot Countries:** To more intensely concentrate our efforts and resources through interagency-coordinated and country-specific strategic plans that take advantage of all elements of national power.

**Developing Core Themes:** To provide all U.S. Government officials with a uniform and effective message to counter the extremists’ narrative.



--- An Enhanced Technology Initiative ---

*Expanding use of communications technologies so that our message can compete in today's highly competitive information environment.*

**Democracy Dialogues:** Launched a new inter-active, web-based discussion of the principles of democracy. Every two months, a different theme will be featured; currently, in connection with International Women's Day, focus is on women's rights.

**"Partnership for a Better Life:"** Launched new website ([www.usinfo.state.gov/partnerships](http://www.usinfo.state.gov/partnerships)) to provide visual gateway to stories of individuals and institutions benefiting from U.S. foreign aid, building on President Bush's State of the Union message that: "For people everywhere, America is a partner for a better life." Urging our ambassadors to highlight ways the American government and people are improving the lives of people in their host countries.

**Public Affairs and International Information Programs Internet Outreach:** Added pod casts, web chats, and other web-based programs to share U.S. foreign policy messages with audiences around the world. Additional capacity to broadcast events, such as the President's State of the Union address, live in more languages worldwide.

**Guided by our tactics of "Engage, Exchange, Educate, and Empower," we have launched an array of new initiatives:**

--- Engage ---

*We are engaging more vigorously, explaining and advocating our policies in ways that are fast, accurate and authoritative.*

**Rapid Response Unit (RRU):** Started new unit within the Bureau of Public Affairs to monitor and translate major world media in real-time, produce a daily report on stories driving news around the world and give the U.S. position on these issues. Distributed daily to U.S. cabinet and sub-cabinet officials, U.S. ambassadors, public affairs officers, regional combatant commanders, and elsewhere.

**"Echo Chamber" Messages:** Created a new product to provide U.S. ambassadors and others clear, common-sense guidance so they are better able to advocate U.S. policy on major news stories and policy issues. Provided to Voice of America policy office for use in crafting editorials reflecting the views of the U.S. Government.

**Regional Public Diplomacy Hubs:** Planning is underway to create hubs in key media markets where spokesmen's full time job will be to advocate U.S. policies on regional media, especially television. First hub will be open in Middle East – probably in Dubai – by summer 2006.

**"Strategic Speakers" Program:** To identify and recruit prominent speakers to travel to key regions and engage media on USG-funded programs, focusing this year on three key themes:



building democracy, terrorism/security, and trade/development. A collaboration among the Bureau of International Information Programs (IIP), our regional bureaus and embassies worldwide to ensure that our speakers are deployed for maximum impact in advancing policy goals rather than just sent ad-hoc.

**Engage Foreign Audiences:** Have modeled public diplomacy outreach for other government officials through an extensive program of international travel, foreign media interviews and listening events. Under Secretary traveled to the Middle East, Europe, South and East Asia, and Central America, both to listen and to determine how we can more effectively communicate and partner with the voices of toleration and peace. Additional trips planned to South and Central America, Africa, Asia and Europe.

**Expanded Presence on Arab Media:** Department officials conducted 148 appearances on Arab and regional media in January and February, 48 of these in Arabic. We now have the capacity in Washington to respond immediately to breaking news and are working on having this in the field by summer.

**Support for Iraq:** To support Embassy Baghdad and Multi-National Corps-Iraq, will send rotating Global Outreach or "GO Teams" of Public Diplomacy experts to facilitate media coverage of emerging stories across Iraq, enabling journalists to cover stories beyond Baghdad. Modeled on successful teams sent out to help journalists cover the elections.

**Broadcasting Board of Governors (BBG):** As the Secretary's representative to the Broadcasting Board of Governors, have attended board meetings and suggested policy guidance and ideas.

--- Exchange ---

*We are increasing this key outreach program and making it more strategic to engage young people and those who influence them (clerics, journalists, teachers, women).*

**Fortune\State Department International Women's Mentoring Partnership:** Created mentoring program for international businesswomen in partnership with Fortune's Most Powerful Women participants.

**Edward R. Murrow Journalism Program:** In partnership with Aspen Institute and six leading U.S. journalism/communications schools, created new journalist exchange program for up and coming leaders in the field of journalism from around the world.

**Sports Diplomacy Initiative:** Planning major outreach events to reach youth audiences, including activities for World Baseball Competition and World Cup. Launching a sports council to form strong public-private partnership for boys and girls sports.

**International Fulbright Science Award for Outstanding Foreign Students in Science and Technology:** Created new Fulbright Science Scholarship to be awarded in worldwide competition to attract the world's best science students to the United States for training.



--- Educate ---

*We are expanding one of our most effective and eagerly sought programs, English language teaching, while becoming more effective in encouraging students to study in the United States and Americans to study abroad.*

**University Presidents Summit:** Brought together more than 120 university presidents to focus on ways to maintain and enhance the ability of U.S. institutions of higher learning to attract the best students from around the world, and for American students to compete in a global market. At the Summit hosted by Secretaries Rice and Spellings, President Bush launched the new National Strategic Language Initiative to support and encourage U.S. students to study critical foreign languages, including Arabic, Farsi, Urdu, Mandarin, Russian and others.

**Additional Funding for English ACCESS Microscholarship Program:** Shifted FY 2005 resources and additional support from Congress in FY 2006 to provide 9,000 high school students in 39 countries with significant Muslim populations up to two years of English language instruction in their own communities and schools. This gives young people a valuable tool to help them obtain better education and jobs, and opens the door to greater understanding about America.

--- Empower ---

*Recognizing that the voices of government officials are not always the most powerful nor the most credible, we are working to empower our fellow Americans and to reach out to Muslim American communities.*

**American Muslim Communities:** Initiated a comprehensive effort to link Muslim Americans into public diplomacy efforts, planning overseas speaking tours for Muslim American citizens this summer and bringing on new staff member focused specifically on women's empowerment, especially in the Islamic world. Undertook numerous outreach activities with Muslim American communities, working to amplify their voices and foster debate with Muslim communities worldwide against terror and violence.

**Business Women Leaders Summit:** Working with businesswomen's group on a major women's conference in Amman, Jordan later this year. Under Secretary will attend major conferences to highlight empowerment of women.

**Citizen Ambassadors:** Launching program this summer to encourage and empower citizens to travel on behalf of America.





U.S. DEPARTMENT OF STATE

## EDWARD R. MURROW PROGRAM FOR JOURNALISTS

*An Innovative Journalism Exchange Program Through Public-Private Partnership*

The U.S. Department of State inaugurated the Edward R. Murrow Program for Journalists in April 2006 by bringing 124 emerging leaders in the field of journalism from around the world to examine journalistic practices in the United States. The program is an innovative public-private partnership between the Department of State, the Aspen Institute, and seven leading U.S. schools of journalism.

### PROGRAM HIGHLIGHTS

Working in conjunction with the Aspen Institute and leading U.S. journalism schools, the Department of State's Bureau of Educational and Cultural Affairs developed a specialized International Visitor Leadership Program to engage young international media professionals in dialogue with their U.S. counterparts. After initial programming in Washington, D.C., the participants traveled in groups according to their regions of origin for academic seminars and field activities with faculty and students at one of seven partner schools of journalism.

The journalism schools designed specialized curriculum for their international counterparts to examine journalistic principles and practices, both in the United States and around the world. The universities contributed generously their resources, time and talent to make this program possible.

The visitors also traveled to state capitals to gain an understanding of media coverage of state politics and government, and to small towns to observe American civic life and grassroots involvement in political affairs. The program concluded in Washington, D.C., with a symposium hosted by the Aspen Institute "Current Issues in Journalism," to highlight current trends and challenges facing the media in the United States and around the world.

### PARTNER INSTITUTIONS FOR THE MURROW PROGRAM INCLUDE:

- The Aspen Institute, Washington, D.C.
- Annenberg School for Communication, University of Southern California
- School of Journalism, University of Oklahoma
- School of Journalism, University of Texas at Austin
- School of Journalism and Mass Communication, University of Minnesota
- School of Journalism and Mass Communication, University of North Carolina at Chapel Hill
- School of Journalism and Telecommunications, University of Kentucky
- S.I. Newhouse School of Public Communications and Maxwell School of Citizenship and Public Affairs, Syracuse University

### THE INTERNATIONAL VISITOR LEADERSHIP PROGRAM

The Edward R. Murrow Program for Journalists is part of the prestigious International Visitor Leadership Program (IVLP) of the Bureau of Educational and Cultural Affairs, U.S. Department of State. The IVLP brings approximately 4,000 participants to the United States from around the world each year to meet and engage with their professional counterparts. American officials overseas select the visitors, who are current or potential leaders in government, education, politics, the media, and other fields. More than 200 current and former Heads of State, 1,500 cabinet-level ministers, and many other distinguished world leaders in government and the private sector have participated in the International Visitor Leadership Program.

The Department of State directs the IVLP in cooperation with a number of non-profit organizations and over 90 community-based organizations across the country, under the leadership of the National Council for International Visitors located in Washington, D.C.





## U.S. DEPARTMENT of STATE

### Fact Sheet

#### Office of the Spokesman

Washington, DC

January 5, 2006

## National Security Language Initiative

**Briefing** by Dina Powell, Assistant Secretary of State for Education and Cultural Affairs and Barry Lowenkron, Assistant Secretary of State for Democracy, Human Rights and Labor

President Bush today launched the National Security Language Initiative (NSLI), a plan to further strengthen national security and prosperity in the 21st century through education, especially in developing foreign language skills. The NSLI will dramatically increase the number of Americans learning critical need foreign languages such as Arabic, Chinese, Russian, Hindi, Farsi, and others through new and expanded programs from kindergarten through university and into the workforce. The President will request \$114 million in FY07 to fund this effort.

An essential component of U.S. national security in the post-9/11 world is the ability to engage foreign governments and peoples, especially in critical regions, to encourage reform, promote understanding, convey respect for other cultures and provide an opportunity to learn more about our country and its citizens. To do this, we must be able to communicate in other languages, a challenge for which we are unprepared.

Deficits in foreign language learning and teaching negatively affect our national security, diplomacy, law enforcement, intelligence communities and cultural understanding. It prevents us from effectively communicating in foreign media environments, hurts counter-terrorism efforts, and hampers our capacity to work with people and governments in post-conflict zones and to promote mutual understanding. Our business competitiveness is hampered in making effective contacts and adding new markets overseas.

To address these needs, under the direction of the President, the Secretaries of State, Education and Defense and the Director of National Intelligence have developed a comprehensive national plan to expand U.S. foreign language education beginning in early childhood and continuing throughout formal schooling and into the workforce, with new programs and resources.

The agencies will also seek to partner with institutions of learning, foundations and the private sector to assist in all phases of this initiative, including partnering in the K-16 language studies, and providing job opportunities and incentives for graduates of these programs.

**The National Security Language Initiative has three broad goals:**

**Expand the number of Americans mastering critical need languages and start at a younger age by:**

- Providing \$24 million to create incentives to teach and study critical need languages in K-12 by re-focusing the Department of Education's Foreign Language Assistance Program (FLAP) grants.
- Building continuous programs of study of critical need languages from kindergarten to university through a new \$27 million program, which will start in 27 schools in the next year through DOD's NSEP program and the Department of Education, and will likely expand to additional schools in future years.
- Providing State Department scholarships for summer, academic year/semester study abroad, and short-term opportunities for high school students studying critical need languages to up to 3,000 high school students by summer 2009.
- Expanding the State Department Fulbright Foreign Language Teaching Assistant Program, to allow 300 native speakers of critical need languages to come to the U.S. to teach in U.S. universities and schools in 2006-07.
- Establishing a new component in State's Teacher Exchange Programs to annually assist 100 U.S. teachers of critical need languages to study abroad.
- Establishing DNI language study "feeder" programs, grants and initiatives with K-16 educational institutions to provide summer student and teacher immersion experiences, academic courses and curricula, and other resources for foreign language education in less commonly taught languages targeting 400 students and 400 teachers in 5 states in 2007 and up to 3,000 students and 3,000 teachers by 2011 in additional states.

**Increase the number of advanced-level speakers of foreign languages, with an emphasis on critical needs languages by:**

- Expanding the National Flagship Language Initiative to a \$13.2 million program aiming to produce 2,000 advanced speakers of Arabic, Chinese, Russian, Persian, Hindi, and Central Asian languages by 2009.
- Increasing to up to 200 by 2008 the annual Gilman scholarships for financially-needy undergraduates to study critical need languages



abroad.

- Creating new State Department summer immersion study programs for up to 275 university level students per year in critical need languages.
- Adding overseas language study to 150 U.S. Fulbright student scholarships annually.
- Increasing support for immersion language study centers abroad.

**Increase the number of foreign language teachers and the resources for them by:**

- Establishing a National Language Service Corps for Americans with proficiencies in critical languages to serve the nation by:
  1. Working for the federal government; and/or
  2. Serving in a Civilian Linguist Reserve Corps (CLRC); and/or
  3. Joining a newly created Language Teacher Corps to teach languages in our nation's elementary, middle, and high schools.This program will direct \$14 million in FY07 with the goal of having 1,000 volunteers in the CLRC and 1,000 teachers in our schools before the end of the decade.
- Establishing a new \$1 million nation-wide distance-education E-Learning Clearinghouse through the Department of Education to deliver foreign language education resources to teachers and students across the country.
- Expand teacher-to-teacher seminars and training through a \$3 million Department of Education effort to reach thousands of foreign language teachers in 2007.

**2006/12**

Released on January 5, 2006





U.S. DEPARTMENT OF STATE AND U.S. DEPARTMENT OF EDUCATION

# THE SECRETARIES' U.S. UNIVERSITY PRESIDENTS SUMMIT



Partnership ★ Excellence ★ Opportunity

*"America's mission in this new century must be to welcome more foreign students to our nation and send more of our citizens abroad to study. To be successful, our government and our universities must forge a new partnership for education exchange."*

*-- Secretary of State Condoleezza Rice*



More than 120 U.S. college and university presidents attended the first ever U.S. University Presidents Summit on International Education in Washington, January 5-6, 2006.

The goal of the Summit was to engage leaders of U.S. higher education in a renewed partnership with government to strengthen international education, emphasizing its importance to the national interest.

The Summit brought together university and college presidents and chancellors from all 50 states, the District of Columbia and Puerto Rico, and included the full range of American higher education institutions.

President Bush opened the Summit and launched the National Security Language Initiative, an interagency effort by Departments of State, Education, Defense and the Office of the Director of National Intelligence to increase the number of Americans learning and mastering critical need foreign languages such as Arabic, Chinese and Russian.



Secretary of State Condoleezza Rice and Secretary of Education Margaret Spellings, who co-hosted the Summit, focused attention on

the importance of continuing to attract outstanding foreign students and scholars to the U.S. and on ensuring that American students are prepared to compete in a global economy.

First Lady Laura Bush addressed the Summit participants and stressed the tangible benefits of mutual understanding through exchanges, while Under Secretary of State Henrietta Fore, Assistant Secretary of State Dina Habib Powell, and Under Secretary of Commerce Franklin Lavin discussed the importance of fostering public-private partnerships.

Under Secretary of State for Public Diplomacy and Public Affairs Karen Hughes announced several new initiatives, including the Department of State's intention to organize several delegations of university presidents and senior U.S. government officials traveling together to key regions to promote the value of U.S. higher education.

The U.S. government looks forward to continuing the dialogue on international education in the national interest and to strengthening its partnership with the U.S. higher education sector.

*" In this world where what you know means much more than where you live, we all have a responsibility to make sure America's education system gives students the chance to succeed."*

*-- Secretary of Education Margaret Spellings*



## Open Campuses

The resurgence of enrollment by foreign students is welcome news.

Thursday, November 16, 2006; A26

WHEN IT COMES to attracting the best minds to America's universities and colleges, geography should not matter. So it is welcome news that after two years of decline, students from foreign countries are steadily coming back to U.S. college campuses. It's a trend that should be encouraged even more.

Foreign student enrollment was among the casualties of the Sept. 11, 2001, attacks. Concerns about homeland security and new restrictions on student visas resulted in long, unpredictable waits for entry into the United States. Students from other countries, believing America no longer welcomed them, went elsewhere. In the 2005-06 school year, though, according to a survey released Monday by the Institute of International Education, the number held steady at 564,766, and new enrollments were up about 8 percent. Credit goes to the State Department, which made foreign students a priority, adding workers to streamline the visa process and starting new recruiting and scholarship programs. Credit also goes to the educational institutions that put new energy into recruitment efforts.

This is a world of increasing competition and collaboration, and immeasurable good is achieved when barriers are torn down. Some of the students who come here today will lead their countries tomorrow, and even those who won't be leaders will leave with a better understanding and appreciation of America. While they are here, they make important contributions, such as teaching this country something about its international neighbors as well as helping the local economy. Consider, for instance, that the 7,600 international students in Washington end up pumping more dollars into the region than, say, the Washington Redskins.

Any doubt about the benefits of attracting foreign students should be erased when weighed against the fact that other countries have started their own programs to aggressively recruit these same smart students. This week a delegation of college presidents, led by education and State Department officials, is in Asia on a mission to recruit foreign scholars. America can't afford not to put out the welcome mat.



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Business Daily Update

November 21, 2006 Tuesday

**ACC-NO:** A20061121C-13092-GNW

**LENGTH:** 341 words

**HEADLINE:** MORE CHINESE POSTGRADUATE APPLICANTS ENROLLED BY US

**BODY:**

Author: dai universities The number of Chinese students pursuing Masters or Ph.D studies in American universities has gone up this fall, the first increase for the past three years. 20 percent more Chinese postgraduate students enrolled in the United States this year, making China second only to India, which saw growth of 32 percent, according to a survey conducted by the American Council of Graduate Schools cited by Monday's Beijing Morning Post. Chinese postgraduate enrollment was 5 percent down in 2005 compared with the previous year, said the newspaper.

US Secretary of Education **Margaret Spellings** and US Assistant Secretary of State **Dina H. Powell** headed the first ever high-profile delegation of colleges and university presidents on a visit to China last week, aiming to attract more Chinese students to study in the United States. Delivering a speech at Beijing Normal University on Thursday afternoon, Spellings said "For decades, we have attracted more students from China than almost any other country in the world." There were over 62,000 Chinese students studying in the United States, according to Spellings. Last year, the number of student and exchange visas the United States issued to international students reached an all-time high of nearly 600,000, she said, adding student visas were up 15 percent. Foreign students have complained that, following September 11, getting a visa to the United States was hard to come and usually took a long time. "We've been working hard to make the visa process smoother, easier and more transparent," Spellings said. She said more than 97 percent of qualified students could obtain their visas in a few days. In addition, statistics show that more than 10,000 American students came to China last year, a 36 percent growth compared with 2004. **Asia** remains the largest source of total US international enrollments, accounting for 58 percent. With 76,503 students in the United States in June 2005, India is the leading country followed by China with 62,582 students.

**LOAD-DATE:** November 21, 2006





## Youth Exchange and Study (YES) Youth Programs Division, Office of Citizen Exchanges



**The Youth Exchange and Study (YES)** program advances mutual understanding between the United States and countries with significant Muslim populations by bringing students (ages 15-17) to the U.S. to study at a high school and live with an American host family for up to one year. To date, approximately 1280 students have participated in the program. The 2005-06 program accommodates 670 students from 23 countries, West Bank and Gaza living in communities throughout the U.S. The YES program offers American host families and schools a unique opportunity to gain knowledge and expand their world view through interaction with students from the Middle East, Asia and Africa.

**EDUCATION** YES promotes international security and peace by teaching American and foreign participants about each other, alleviating misunderstanding, and making for a better informed citizenry able to deal more effectively with international issues. Exchange participants attend classes in an American high school and gain familiarity with the American education system.

**EXCHANGES** YES expands communication between the people of the United States and partner countries in the interest of promoting mutual understanding and respect. Two-way learning is the norm over the period of the exchange, which lasts up to one academic year. These long-term exchanges lead to long-term relationships between participants and Americans and result in a greater understanding of the essence of America.

**ENGAGEMENT** YES helps students acquire an understanding of American values, the qualities of leadership, and important elements of a civil society, including concepts

### Programmatic Snapshots

- During International Education Week (IEW) each November students focus on making presentations about their home countries to other classrooms, at community gatherings, religious congregations and businesses.
- Students placed by the AYUSA consortium compete for 50 slots to attend the annual Youth Leadership Summit conducted by Sister Cities International in Boulder, CO in April.
- Nigerian students placed by IRIS attend the Youth Institute of the World Food Prize in Des Moines, Iowa.
- The AFS consortium collaborates with Mobility International to recruit and provide special programs for students with disabilities.
- Students in the American Councils consortium attend an annual Leadership Workshop in Washington, DC.

such as civic responsibility and volunteerism, the idea that citizens can and do take the initiative to deal with societal problems, and an awareness of and respect for the rule of law.

**EMPOWERMENT** Throughout the exchange, students develop leadership skills that they put to use upon their return home. As they share what they have learned, they make a difference in their home communities by initiating activities that build on acquired skills and experiences gained in the United States. Alumni have taken part in beach cleanups, volunteer English language teaching, documentary making, giving presentations on American life and culture, and many other activities that have bettered their communities.

### 2006-2007 Implementing Organizations and Countries

YES is administered by the following organizations and their affiliates and/or counterparts in each country.

[AFS-USA](#) in Brunei, Egypt, Ghana, India, Indonesia, Malaysia, Philippines, Saudi Arabia, Thailand, and Turkey  
[American Councils for International Education](#) in Afghanistan  
[AYUSA International](#) in Algeria, Bangladesh, Iraq, Israel (Arab Community), Jordan, Kuwait, Lebanon, Morocco, Oman, Pakistan, Qatar, Syria, Tunisia, West Bank/Gaza, and Yemen  
 AYUSA International's consortium partners overseas include America-Mideast Educational and Training Services, Inc. ([AMIDEAST](#)) and International Education and Resource Network ([iEARN](#))  
[Iowa Resource for International Service \(IRIS, Inc.\)](#) in Nigeria

For information about the YES Program:  
<http://exchanges.state.gov/education/citizens/students/nena/yes.htm>

E-mail: [YES@state.gov](mailto:YES@state.gov)





U. S. DEPARTMENT OF STATE  
BUREAU OF EDUCATIONAL AND CULTURAL AFFAIRS

## GLOBAL CULTURAL INITIATIVE

The U.S. Department of State, in partnership with public and private cultural entities, is launching the “**Global Cultural Initiative**” – a major new initiative to coordinate, enhance and expand America’s cultural diplomacy efforts worldwide.

Through initial partnerships with the John F. Kennedy Center for the Performing Arts, the American Film Institute (AFI), the President’s Committee on the Arts and Humanities (PCAH), the National Endowment for the Arts (NEA), the National Endowment for the Humanities (NEH), and the Institute for Museum and Library Services (IMLS), the Department will combine, build upon and highlight the vital work of government agencies and the broader cultural arts community.

This multi-faceted initiative leverages a broad range of resources to emphasize the importance of the arts as a platform for international engagement and demonstrates a strong commitment to cultural exchanges by the Department and the Administration. Funding for cultural diplomacy has more than tripled since 2001, and while the State Department has a long history of working with the cultural arts community in a project-specific context, this initiative represents the first time the public and private sectors have joined forces to coordinate lasting, institutional collaboration. The Global Cultural Initiative encompasses a series of projects designed to:

- Connect foreign audiences with American artists and art forms
- Share American expertise in arts management and performance
- Educate young people and adults in the United States and abroad about the arts and cultures of other countries

The Global Cultural Initiative consists of four key partnerships, outlined below, with additional partnerships planned for the future.

### THE JOHN F. KENNEDY CENTER FOR THE PERFORMING ARTS PARTNERSHIP

Through this new cooperative initiative, the Department of State and the Kennedy Center will build upon the strengths of both institutions to coordinate and enhance programs that bring American culture and expertise to cultural institutions and diverse public audiences around the world.

A series of projects – including arts management training programs, a collaborative children’s theater series and international arts festivals – will focus on providing management and performing arts training, educating children and adults about the cultures of other countries, and exposing foreign audiences to American artists and art forms. With the goal of sharing the American value of inclusiveness for all, special emphasis will also be placed to conduct programs with disabled artists in selected countries.

### THE AMERICAN FILM INSTITUTE PARTNERSHIP

**AFI PROJECT: 20/20:** The American Film Institute will partner with the State Department, the President’s Committee on the Arts and the Humanities, the National Endowment for the Arts, the National Endowment for the Humanities and the Institute of Museum and Library Services in this international filmmaker and film exchange, designed to foster cross-cultural understanding, promote appreciation of shared values and diverse perspectives, and underscore the importance of free expression in the creative process. Through the AFI FEST in Los Angeles and international film festivals and other venues in the United States and abroad, this project will bring together American and foreign filmmakers to share their films with each other’s audiences, encouraging dialogue and engagement on universally shared themes and issues from different points of view and cultures.

### THE NATIONAL ENDOWMENT FOR THE ARTS PARTNERSHIP

**International Literary Exchanges:** Building upon the National Endowment for the Arts’ poetry anthology project with Mexico, the NEA, working with the State Department, will establish International Literary Exchanges, a program designed to initiate literary translation projects and publications between the United States and other countries. Projects are in development with Pakistan, Russia and Mexico. The program will provide American readers with access to literary works from abroad and foreign readers access to highly talented American writers, especially poets.

### THE NATIONAL ENDOWMENT FOR THE HUMANITIES PARTNERSHIP

**Landmarks of American History and Culture:** In partnership with the National Endowment for the Humanities under its We the People program—launched by President Bush in 2002—the State Department will further promote understanding of the United States and American democratic principles by welcoming international participants—classroom teachers, educational leaders, and representatives of cultural and educational agencies—to the one-week, NEH Landmarks Summer Institutes for K-12 teachers. These institutes combine lectures and small-group discussion with experiential learning by bringing participants to sites in the United States where our nation’s history was made. Alongside teachers drawn from throughout the United States, international participants will explore the events and places that shaped American history and have an opportunity to share their experiences and perspectives with Americans.

**THE BUREAU OF EDUCATIONAL AND CULTURAL AFFAIRS** sponsors approximately 30,000 participants annually in a broad range of academic, professional, cultural and sports exchanges to increase understanding and respect between the people of the United States and the people of other countries. Among these are the Fulbright Program and the International Visitor Leadership Program.





## FORTUNE/ STATE DEPARTMENT INTERNATIONAL WOMEN LEADERS MENTORING PARTNERSHIP



### THE PARTNERSHIP

The Fortune/State Department International Women Leaders Mentoring Partnership is an innovative program that connects America's leading women business leaders with emerging businesswomen around the world. Fortune's Most Powerful Women share their time, talent and expertise in business with the next generation of international women business leaders.

This public-private partnership is at the core of Secretary Rice's transformational diplomacy efforts. By harnessing the energy and resources of America's private sector, we can help foreign citizens better their own lives, build their own nations, and transform their own futures. We see the transformative nature of this program in the many accomplishments and experiences of last year's participants. These people-to-people exchanges foster mutual respect and understanding between the people of the United States and the people of other countries and are the cornerstone of our public diplomacy efforts. America's business leaders are one of our nation's greatest sources of skill, determination, and exemplary achievement. This program would not be possible without the generosity and commitment of our private sector partners.

### 2007 PROGRAM DETAILS

The first class was a tremendous success for both the American and international participants and we look forward to expanding this incredible program in 2007. The program will begin on April 29, 2007 and last through May 25, 2007. After an orientation and meetings in Washington, the participants will travel to their host companies for approximately three weeks. Each company-designed program will allow the participants to job shadow their mentor, as well as other senior-level executives. The program will culminate with a wrap-up session in New York City.

For more information about this partnership and to express an interest in participating, please visit <http://exchanges.state.gov/fortunepartnership/> or contact:

Chris Miner, U.S. Department of State  
202-453-8785 or [MinerCX@state.gov](mailto:MinerCX@state.gov)

Amy Bradshaw, U.S. Department of State  
202-203-5113 or [BradshawAC@state.gov](mailto:BradshawAC@state.gov)







Sports Diplomacy

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## Bureau of Educational and Cultural Affairs

### DIRECTOR OF INTERNATIONAL SPORTS INITIATIVES

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## Sports Diplomacy

### "We Love This Game!"

#### ECA, the NBA and Reebok bring Basketball to Senegalese Youth



Sports Envoy, Cynthia Cooper, is welcomed by the rural village Somone

ECA Sports Envoys Cynthia Cooper, former WNBA player with the Houston Comets, and NBA player Jimmy Jackson of the Phoenix Suns, conducted 4 days of clinics for over 500 Senegalese youth September 2-5. Speaking about the importance of hard work and perseverance, the Envoys gave inspirational talks to youths in Dakar and the nearby town of Thies as well as to the entire village of Somone that turned out to witness the envoys signing the village friendship wall. The envoys were joined by Chargé d'Affaires Robert Jackson and a large NBA delegation of basketball coaches and trainers, including former Georgetown coach John Thompson, in the donation of 4,000 pairs of new Reebok basketball shoes to Senegalese youth. The clinics and shoe donation received unprecedented, wide-spread media coverage. [Read more..](#)

#### Public-Private Partnership through Basketball Benefits Russian and American Youth

The National Basketball Association (NBA) coordinated the visit of a delegation of coaches and general managers to Moscow, Russia, May 6-9, 2005, for the European Final Four basketball tournament. At the request of the Bureau of Educational and Cultural Affairs (ECA) and our post in Russia, the NBA worked with the embassy to conduct a basketball clinic for Russian and American youth. The event exemplified public-private partnership with cooperation between the Department of State, the NBA and Spalding.

Fifty Russian and American boys and girls, ages 12 - 17, participated in the clinic held at the Anglo-American School of Moscow. To conduct the clinic, the NBA provided a tremendous delegation of Russian and American coaches, players and general managers. The delegation included: **Mike Dunleavy**, Head Coach of the Los Angeles Clippers; **R. C. Buford**, SVP and General Manager of the San Antonio Spurs; **Rob Babcock**, General Manager of the Toronto Raptors; **Tony Ronzone**, Director of International Scouting, Detroit Pistons; **Dean Cooper**, Director of Scouting, Houston Rockets; and **Fabrizio Besnaci**, International Scout for the Los Angeles Clippers. The International NBA delegation included: **Dmitri Domani**, player for Dynamo Moscow and the Russian National Team; **Aleksandar Volkov**, former NBA player and two-time Russian Olympian; and **Arturas Karnisovas**, former NBA player and two-time Lithuanian Olympian.



LA Clippers' Coach Mike Dunleavy and scout Fabrizio Besnaci instruct Russian and American girls in a shooting drill.

The clinic included group basketball drills, followed by a Q&A session with the players and coaches and autograph signing. In the final shoot-out for an overall winner, the girls ran away with it when Russian Ann Sokolova beat out all of the other finalists.





Toronto Raptor's GM Rob Babcock, Detroit Piston's scout Tony Ronzone and Lithuanian Olympian Arturas Kornivovas work on a passing drill with Russian and American boys.

The NBA donated t-shirts and hats for all of the students as well as basketballs from Spalding that went to the participating schools and clubs. Each school received a basketball signed by the NBA delegation. Participation certificates were awarded to the youth jointly from the U.S. embassy and the NBA.

This initiative resulted in a great sports diplomacy event that highlighted Russians and Americans learning together. **We Love This Game!**

### ECA Fulbrighters Help NFL Kick-Off New 'One World' Curriculum

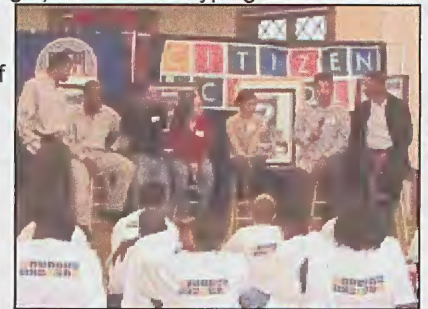
Five international Fulbright students and former NFL players joined the National Football League and Scholastic Corporation to announce the One World: Connecting Communities, Cultures and Classrooms program in Boston on September 8, 2004.



Fulbrighters from Iraq, South Africa, Costa Rica, Peru and the Philippines joined Pro Football Hall of Famer Marcus Allen, former Steelers defensive back Rod Woodson former Patriots wide receiver Cedric Jones and linebacker Ed Reynolds to participate in several program lessons and activities with Boston area students in the Citizen Schools program, focusing on ethnic differences and cultural understanding. The program was designed to help educators of 4th to 6th graders teach the importance of diversity and cultural understanding. The program is made possible through part of a \$10 million

fund established by the NFL and NFL Players Association (NFLPA), to respond to community needs in the days following September 11, 2001.

Iraqi Fulbright student Barakat Jassem led a discussion (see photo right) about stereotyping and noted that not all Muslims or all people from the Middle East are the same, while Rod Woodson challenged each student to go up and talk to someone new each day, to "step out of your center, respect yourself and respect others."



The Fulbright Program operates in more than 150 countries worldwide and for over 50 years has provided more than 250,000 participants - chosen for their leadership or leadership potential - with the opportunity to observe political, economic, educational and cultural institutions, to exchange ideas, and to develop international competence and cross-cultural experience. Approximately 5,000 grants are awarded annually. The Program is sponsored and administered by the Bureau of Educational and Cultural Affairs working with private non-profit educational exchange organizations.

### Department of State Reaches Out at International Children's Games and Cultural Festival

ECA teamed with the Department of State's Bureau of Public Affairs (PA) to participate in the International Children's Games and Cultural Festival in Cleveland, Ohio, July 30 through August 2, 2004. Endorsed by the International Olympic Committee, the Games began in 1968 with the partnership of teams from nine European cities. This year, 2200 young athletes from 50 countries and 120 cities descended on Cleveland for the first United States-hosted Games. The athletes, ages 12-15, participated in 10 sporting areas: athletics, tennis, swimming, volleyball, soccer, water polo, table tennis, basketball, baseball and gymnastics, as well as representing their cities as ambassadors of cultural exchange.

Sharing a booth with the Cleveland Chamber of Commerce on "Embassy Row," State Department representatives answered



President George W. Bush greets the Afghanistan delegation of 8 young female soccer players and their coordinator



questions about employment opportunities and distributed information, including [future.state.gov](#) materials, the State Department Weekly Reader, and a new [ECA Sports Diplomacy fact sheet](#). ECA also helped facilitate last-minute visa issues.

following his address to over 2200 athletes at the International Children's Games and Cultural Festival in Cleveland, Ohio (July 30, 2004).

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**The International Visitor Leadership Program (IVLP)** will implement a special HIV/AIDS initiative in March 2006. This effort will bring members of the South African Mothers to Mothers to Be program to the U.S. to exchange ideas with HIV/AIDS experts. Launched in 2005 by the South African Provincial Department of Health, the Mothers to Mothers to Be program uses education and empowerment as tools to prevent mother-to-child transmission of HIV, combat stigma within families and communities, support a mother's adherence to medical treatment, and reduce the likelihood of AIDS orphans.

The Office of International Visitors is working in collaboration with the White House on this project.

#### **Program Goals**

This program will introduce six South African mothers to the role of public and private sector organizations responsible for developing and implementing national and grassroots HIV/AIDS education and awareness prevention programs; examine the management and operations of non-profit and university organizations that promote and carry out HIV/AIDS research, education and awareness prevention programs that focus on women and mothers; and facilitate a sharing of best practices between U.S. practitioners and the International Visitors, with particular attention paid to the recruitment and management of volunteers, fundraising, community outreach, and marketing campaigns.

#### **The International Visitor Leadership Program**

The State Department's Bureau of Educational and Cultural Affairs developed the Mothers to Mothers to Be Program as a part of its International Visitor Leadership Program (IVLP). The IVLP brings approximately 4,000 participants to the United States from around the world each year to meet and engage with their professional counterparts.

American officials overseas select the visitors, who are current or potential leaders in government, politics, the media, education, and other fields. More than 200 current and former Heads of State, 1,500 cabinet level ministers, and many other distinguished world leaders in government and the private sector have participated in the International Visitor Leadership Program.

The Department of State directs the IVLP in cooperation with a number of non-profit organizations and over 90 community-based organizations across the country, under the leadership of the National Council for International Visitors located in Washington, DC.

#### **Educational and Cultural Affairs**

Mothers to Mothers to Be participants will be among the approximately 30,000 individuals who participate in exchanges managed by the Department of State's Bureau of Educational and Cultural Affairs (ECA) each year. Other ECA exchange programs include the Fulbright Program and the Benjamin A. Gilman International Scholarship Program. Through the range of academic and professional exchanges, the Bureau seeks to increase mutual understanding between the United States and other countries.

#### **Program Snapshot**

- The Mothers to Mothers to Be program will bring six South African mothers, diagnosed with HIV, to the U.S. in 2006
- Participants will visit HIV/AIDS clinics, attend a symposium at Georgetown University, and visit with U.S. government officials at the State Department and the Department of Health and Human Services.





U.S. DEPARTMENT of STATE

**Media Note**

**Office of the Spokesman**

Washington, DC

November 21, 2006

## **Department of State Announces Recipients of New International Fulbright Science and Technology Award**

Under Secretary of State for Public Diplomacy and Public Affairs Karen Hughes today announced the recipients of the new International Fulbright Science and Technology Award.

Designed to provide top-level students in science and technology with the U.S. government's most prestigious and valuable scholarship, this new Fulbright award for Ph.D. study at America's leading universities was created to attract the most highly qualified young women and men to the world's preeminent higher education institutions. The announcement of the award recipients, following on the first-ever U.S. higher education marketing delegation trip to East Asia and the news that the United States has reversed a post-September 11 drop in student visa demand, underscores our message that the U.S. government and higher education system welcome talented international students.

The award was announced by Under Secretary of State Hughes at the first U.S. University Presidents Summit on International Education in January 2006 convened by Secretary of State Condoleezza Rice and Education Secretary Margaret Spellings.

Winners of this new Fulbright scholarship come from 27 countries. Forty-four percent of the winners are women. Recipients were chosen through a rigorous, multi-tiered, merit-based selection process consisting of in-country competition and review, field and discipline merit review by top-level U.S. academic leaders, and nomination by a blue ribbon Advisory Panel, including a Nobel Laureate and university deans and presidents. Final selection was made by the Presidentially appointed Fulbright Foreign Scholarship Board. This year's winners come from Argentina, Bangladesh, Brazil, Canada, China, Colombia, Croatia, Cyprus, Egypt, Estonia, Hungary, Iceland, Ireland, Israel, Italy, Lebanon, Nepal, New Zealand, Poland, Russia, South Korea, St. Lucia, Switzerland, Thailand, Turkey, Uganda, and Venezuela.

The Fulbright Program is the world-renowned, flagship international educational program sponsored by the U.S. Department of State, Bureau of Educational and Cultural Affairs (<http://exchanges.state.gov/>). The Program has provided approximately 275,000 participants with the opportunity to study, teach and conduct research, to exchange ideas and to contribute to finding solutions to shared issues.

Media inquiries may be directed to Nicole Deaner, 202-203-7613, or Catherine Stearns, 202-203-5107.

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